

## Message Text

UNCLASSIFIED

PAGE 01 DAMASC 01063 261616Z

60

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 019709

R 261309Z FEB 76

FM AMEMBASSY DAMASCUS

TO MR. WILLIAM WEARLY, CHAIRMAN

INGERSOLL RAND CORPORATION

200 CHESTNUT RIDGE ROAD, WOODCLIFFE LAKE, N.J.

TEL: 201-573-0123

INFO SECSTATE WASHDC 6437

USDOC WASHDC

UNCLAS DAMASCUS 1063

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJ: DAMASCUS INTERNATIONAL FAIR

FROM AMBASSADOR RICHARD W. MURPHY

DEAR MR. WEARLY:

IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE  
IN THE UNITED STATES PAVILION AT THE 23RD DAMASCUS INTERNATIONAL  
FAIR, TO BE HELD JULY 25 TO AUGUST 20, 1976 IN DAMASCUS,  
SYRIA. LAST YEAR'S EXHIBITION WAS MOST SUCCESSFUL, WITH  
23 AMERICAN FIRMS -- MANY OF THEM NEW TO THE RAPIDLY GROWING  
SYRIAN MARKET -- PARTICIPATING. OFF-FLOOR SALES TOTALED  
NEARLY \$4 MILLION, WITH 2,330 REPORTED SALES LEADS AND  
12-MONTH EXPECTED SALES OF OVER \$18 MILLION. MORE  
THAN 1.7 MILLION VISITORS THROGED THE US. PAVILION,  
TESTIFYING TO THE STRONG INTEREST OF THE SYRIAN  
GOVERNMENT AND PUBLIC IN AMERICAN GOODS AND TECHNOLOGY.

AMERICAN TRADE WITH SYRIA HAS GROWN RAPIDLY FOLLOWING  
THE RESTORATION OF DIPLOMATIC RELATIONS IN JUNE 1974.

US EXPORTS TO SYRIA IN 1975 TOTALED ABOUT \$127 MILLION,  
MORE THAN FOUR TIMES THE 1974 FIGURE; WE EXPECT 1976  
EXPORTS TO MORE THAN DOUBLE THE IMPRESSIVE 1975 FIGURE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 DAMASC 01063 261616Z

THE ANNOUNCED 1976 SYRIAN BUDGET OF \$4.5 BILLION

INCLUDES \$2.9 BILLION FOR ECONOMIC DEVELOPMENT EXPENDITURES; SYRIA'S FOURTH FIVE-YEAR PLAN (1976-1980) CALLS FOR DEVELOPMENTAL EXPENDITURES OF \$16.4 BILLION, MOSTLY IN LARGE CAPITAL PROJECTS. THE SYRIAN GOVERNMENT HAS PUBLICLY STATED ITS STRONG DESIRE THAT AMERICAN FIRMS PLAY A MUCH LARGER ROLE IN REALIZING ITS PLANS FOR ECONOMIC DEVELOPMENT. WE HAVE REESTABLISHED AN AID PROGRAM IN SYRIA, WITH AGREEMENTS TALLING \$83 MILLION ALREADY SIGNED IN FY 1975 AND \$90 MILLION REQUESTED FROM CONGRESS IN EACH OF FY 1976 AND FY 1977, AND ITS IMPLEMENTATION WILL DIRECTLY BENEFIT US FIRMS.

THE DAMASCUS INTERNATIONAL FAIR OFFERS THE BEST SINGLE OPPORTUNITY FOR US MANUFACTURERS AND SUPPLIERS TO INTRODUCE THEIR GOODS AND SERVICES INTO SYRIA, AND AT THE SAME TIME TO THOUSANDS OF FAIR VISITORS FROM THE ARABIAN PENINSULA.

GOODS MAY BE EXHIBITED DUTY-FREE AND IMPORT LICENSES ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE UNITED STATES DEPARTMENT OF COMMERCE HAS AGREED, AS IN 1975, TO PARTIALLY SUPPORT AMERICAN PARTICIPATION IN THE FAIR WITH FUNDS AND WITH A FULL-TIME EXHIBITION DIRECTOR, WHO WILL ARRIVE IN DAMASCUS ON MAY 1.

I LOOK FORWARD TO HEARING FROM YOU OR YOU MAY CONTACT W. BRADLEY TYRREL, CHIEF, COMMERCIAL PRESENCE FAIRS, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT OF COMMERCE, TEL. 202/967-4304/5, OR EXHIBITION DIRECTOR RONALD E. MCCOWEN AT THE SAME NUMBER. AFTER HEARING FROM YOU, WE WILL PROVIDE FURTHER DETAILS CONCERNING PARTICIPATION AGREEMENTS AND COSTS, CURRENTLY ESTIMATED AT 3X4 METER BOOTH RENTAL OF \$2,000 TO \$2,300 AND OUTDOOR SPACE AT \$15/SQ. METER.

WE NEED YOUR SUPPORT, NOT ONLY TO INSURE A SUCCESSFUL AMERICAN EXHIBITION AT THE FAIR, BUT TO CONTINUE THE RAPID DEVELOPMENT OF COMMERCIAL RELATIONS BETWEEN SYRIA AND THE UNITED STATES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 DAMASC 01063 261616Z

SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR.  
PELLETREAU

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 FEB 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976DAMASC01063  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760073-0395  
**From:** DAMASCUS  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760211/aaaaajbl.tel  
**Line Count:** 110  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** castelsl  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 16 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <16 JUL 2004 by schwenja>; APPROVED <01 SEP 2004 by castelsl>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** DAMASCUS INTERNATIONAL FAIR FROM AMBASSADOR RICHARD W. MURPHY  
**TAGS:** BEXP, SY  
**To:** WEARLY WILLIAM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006